**Business models for l’open education - virtuale percorso video**

Negli ultimi anni, le “risorse educative aperte” o Open Educational Resources (OER), hanno progressivamente acquisito importanza nel dibattito internazionale, principalmente a seguito di alcune grandi iniziative lanciate da prestigiose università. L’aggettivo “aperte” implica naturalmente che tali risorse siano disponibili in forma libera, gratuita e, di solito, con la possibilità di riutilizzare e adattare i contenuti. Le OER si sono però sviluppate principalmente in ambito anglosassone, per cui la maggior parte dei contenuti disponibili sono in lingua inglese. I progetti più conosciuti sono infatti quelli di istituzioni accademiche come il MIT, la Stanford University, la Open University, ma anche di startup emergenti come la Khan Academy.

Di seguito proponiamo un virtuale percorso video per una progressiva maggiore comprensione e del tema “L’economia nell’open education”, attraverso proposte di *business models*.

**Business models for open education - 1 (Paul Bacsich)**

Pubblicato il 15 mag 2017

Paul Bacsich is senior consultant at Sero Consulting (United Kingdom).

This video is part of the MOOC: “D-TRANSFORM: university strategies in the digital age” available on Polimi Open Knowledge at <https://www.pok.polimi.it/>

<https://www.youtube.com/watch?v=5GWgsuguDcE>

**Business models for open education - 2 (Paul Bacsich)**

<https://www.youtube.com/watch?v=CKnYms2q8w4>

**Business models for open education (András Szűcs)**

Pubblicato il 15 mag 2017

András Szűcs is Secretary General of EDEN European Distance and E-learning Network. This video is part of the MOOC: “D-TRANSFORM: university strategies in the digital age” available on Polimi Open Knowledge.

<https://www.youtube.com/watch?v=kN3BFL2YyNk>

**EMPOWER: business models for OER & MOOCs beyond monetary incentives**

Pubblicato il 29 nov 2016 - Business models for OER and MOOCs beyond monetary incentives by Andy Lane (OUUK)

<https://www.youtube.com/watch?v=x0CR57H3MnI>

**David Wiley: The Financial Potentials of Open Educational Resources**

Pubblicato il 21 set 2015

David Wiley is is Co-Founder and Chief Academic Officer of Lumen Learning.

<https://www.youtube.com/watch?v=Al_80-61kMw>

**Innovate 2014 | Cable Green: Open Education - The Business & Policy Case for OER**

Pubblicato il 14 apr 2014

Keynote speaker Dr. Cable Green, Director of Global Learning at Creative Commons, discusses Open Educational Resources. Go to http://odee.osu.edu/innovate/live-stream to view all sessions from Innovate 2014.

<https://www.youtube.com/watch?v=roF8ytjmv14>

**CONVERSATION | Audrey Watters - Data is the New Oil: MOOCs, Metaphor, and Money |** Columbia University, October 16, 2013

Audrey Watters, a leading freelance writer in the education field and author of the blog Hack Education, gave a talk on "(Student) Data is the New Oil: MOOCs, Metaphor, and Money." She examined "student data as the new oil" — the metaphor and the money behind education data and learning analytics becoming prevalent in discussions around MOOCs and online learning. A. Maurice Matiz, CCNMTL's Director, introduced the talk.

<https://www.youtube.com/watch?v=0rETy-zyqtU>

**What is the benefit of Open Educational Resources?**

Caricato il 16 ago 2011

One of a series of instructional videos released in an OER Toolkit for reuse and remixing. Produced by the Politics in Spires Project, LTG, University of Oxford.

<https://www.youtube.com/watch?v=UO2pIyyGBNw>